

# **Integration of English Language in Education: It's Importance in Achieving Business Excellence and Suggestions to Improve the Skills**

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## **Abstract**

*The paper aims to show that communication in English language is at the centre of all the activities of the world. Surveys done at random, provide evidence of the centrality of communication in English for the development of the whole personality, for improving the educational enterprise, for being an active social and cultural participant in the world, for succeeding in one's career and in business, for enhancing organizational processes and organizational life, and, for addressing several emerging concerns in the 21<sup>st</sup> century. With the advancement of technology and increasing interference of people into other's life through social media, it's the high time when we must consider revising the set norms for learning this foreign language. The paper deals with the various reasons that withhold people from learning effective English and the strong need to learn effective English for communicating at various occasions. The paper reiterates the fact that effective English communication is the life blood for the students especially as they are expected to know the prevailing advancements round the globe and even to work in other countries. A powerful knowledge of specialised education along with a mastery over this foreign language can transform any human being into a charismatic personality providing multifaceted scope in multiple arenas at personal and professional levels.*

**Keywords:** *Globalisation, Romanisation of English, Language Acquisition, Apprehensions*

**Introduction:** Today we live in the era of rife competition where life moves on in its full swing. In this fast paced life we are bound to make quick decisions. With the unending stretch of boundaries on internet the whole world has shrunk into a small screen from where we can learn, receive, send, share and perform almost every function virtually. But this scenario is very demanding and requires a person to be smart enough to handle all sorts of situations tactfully. And all this is impossible without effective command over communication in mutually understandable language. There is an age old maxim which says that a good speaker can sell off a comb even to a bald headed man and a poor speaker can spoil even the best of the thing.

With increasing globalisation and expansion of businesses beyond local and national boundaries, English has come out as the most widely spoken language round the globe. The incessant use of internet has speeded the global acceptance of English as an international language. Particularly, in the field of education to make the pupil industry ready professionals and to enable them to handle multinational clientele is impossible without learning an international language. Alexander V. Sandoval claims in his essay, “The Importance of English” on [www.eagleforum.com](http://www.eagleforum.com), “English is becoming the world’s language of the 21st century. Most of the world’s population i.e. about 70% speak English or know it. And more than 80% of all stored information in the world is written in English or translated into it.

Talking about communication for Engineers, gone are the days when it was thought that they have to deal with machines and hence they don’t need polished language. Now the Engineers are held in high regards and are expected to present their inventions and researches to the whole world so effectively that it can be readily accepted. With expanding globalisation, cross cultural businesses are rapidly growing with multinational projects to be handled and so English is the communicating link for all the working people. But unfortunately in India the condition of engineers is not up to the mark. According to a latest survey out of all the engineering graduates only 20% are employable and this is because they lack knowledge along with the necessary communication skills which are very important for a professional. Along with that Romanisation of English language is also one of the major reasons for Indian students who couldn’t reach up to the international standards. In India even the erudite people speak either Indianized English or Chutnified or Romanised English which is not acceptable globally.

Apart from these there are several other reasons which are responsible for poor English communication of engineering students:

- 1. Educational Background and Medium**—Many students belong to Hindi medium background and so it becomes difficult for them to handle the vastness of course and that too in English language, this gives rise to lack of confidence in the student. Thus they fail to accumulate the new language because of difficulty and apprehensions about it.
- 2. Lack of Interest** – The students, though sometimes, understand the importance of learning English language but in social life Romanization of English language provides them an escape and academically they get good marks on the basis of their

average performance and hence they don't pay much heed for the development of this skill. As there is no motivation to learn so the outcome is also very poor which ultimately affect their employability.

- 3. Socio- Economic Background of the Family** - Many a times the social background and the economic status of the students hamper the development of effective skills in them. This is the common problem faced by almost all the students of India. Exposure to the new language is a must for its acquisition but all such facilities lack in India.
- 4. Inappropriate Teaching Methods and Course Content** – The course content of English Language in Engineering curriculum is not sufficient rather it needs to be revised and the basics of the language are to be included.
- 5. Limited Availability of Time** – Even the time available for the procurement of English language for engineering students is very limited which makes learning all the more difficult task and as a result many pupil feel hostile towards it.
- 6. Lack of Initial Initiation on Students' end** – The students do not realise the importance of learning English in the initial years of their career and later by the time they realise its importance it becomes too late for them. In spite of teacher's hard core efforts, they neither react nor respond rather if they are forced to actively participate in the learning process they tend to bunk the classes. Although their hesitation to speak before others and the fear of committing errors are the main reasons behind it but these inhibitions need to be removed, which are mostly neglected.
- 7. Lack of Efficient Teachers and Inappropriate Teaching Methods** - Blessed are those students who get the chance to read in the leading Engineering colleges of the country as there are many institutes which are run either only on papers or they don't have sufficient funds to hire the services of competent language teachers whose absence makes the situation even worse than ever.

The above mentioned grounds clearly identify the reasons of ineffective communication on all the fronts. These are the serious issues which need to be addressed with utmost priority if we want our students to be compatible at the world class standards.

Today is the era of "Portfolio Career" where there are choices available with the people to work in multiple faculty and capacity in such case people are required to have sound intercultural skills and using a common, connecting language is just one of them. To improve our competence over language following suggestions can be considered –

1. **Self-Reflection** – The utmost important element to learn anything new or to improve upon the already existing knowledge is the realisation that there is a room for improvement and this is only possible through self-reflection. Once a person accepts this difficult fact then transition for him becomes easy. Though this realisation is very difficult especially for the students.
2. **Learning Organisation**–The organisation where a student spends the crucial years of his life, forms the foundation of his career as well as of the professional mannerism which he acquires and hence choosing right organisation is the most essential part of learning.
3. **Learners need to be actively involved with their Learning** – Efforts for acquisition of foreign language should be combined with the zeal and active participation at the student's end.
4. **Learning should be linked with Existing Knowledge and Understanding Level**– Before we start the training for learning any foreign language we must understand our own existing level of knowledge and accordingly we should adjust the teaching process.
5. **Learning should be challenging and in Logical Order** – Challenges makes the things interesting. The same is equally applicable to the learning of a new language. If we challenge the existing knowledge then only pupil will be able to defy the known boundaries and step into the world of unknown but this transition should be slow and steady and of course to be done in logical order.
6. **Be a Good Listener**– Acquiring a new language becomes easy if you are a good listener and so students are advised to inculcate the habit of effective listening.

Hence by following the above mentioned measures, we can obviously bring a positive change in the language learning process. Though this change is needed not only at the teachers' level but a lot of change in the attitude is required at students' level as well. Language acquisition is a very gradual process and no magic wand at the eleventh hour can be spinned to make a student up to the mark.

This ultimately is the most important key to achieve success in business and profession as one of the important reasons of failure of any business is communication barrier. There is an old tenet which says that “a good speaker can sell a comb even to a bald man.” This is enough to explain the importance of

communication and with the change in scenario; English Language has become the undoubted and universally acceptable communication link across the world. According to a survey report conducted by Statistaworld.com “Approximately 32% of world’s total population can speak and understand English language.” This is the highest no. of the people speaking any particular language. Thus a commonly understandable language makes the communication stronger which forms the basis of every successful business.

Today is the era of rife competition and to advance in any field one need to stretch the boundaries of his knowledge to the extent which is beyond imagination. It is the time when one needs to come out of his cocoon and explore the opportunities in every possible arena, field and place as well. Strong communication is the life blood for every business and it is only possible when one shares a commonly understandable language with other. Although English Language has solved this problem to a great extent, as it has emerged out as the “Language of the Globe”.

The language which was once considered to be the biggest hindrance for the expansion of any business is no more a trouble, now the only requirement is to keep oneself abreast with the changes happening round the globe. A chance which has the potential of becoming a deal may be materialized or possibly be missed, all depending upon the conversation which you have with another party. There are various types and levels of communication, such as –

- 1) Managerial Communication – This type of communication includes interaction amongst employees and needs to be crystal clear as this brings people on a common ground and gives direction to the development of the company. When the objective is clear then everybody works for the attainment of common goal.
- 2) Organizational Communication - The management, which is responsible for taking decisions and making policies, if can’t make itself clear, then it will lead to chaos and ambiguity among the employees.
- 3) Human Relations and Team Building – These days “Ergonomics” is the area of prime concern. Gone are the days when human beings used to work even in adverse conditions, nowadays maintaining cordial relation with human beings and

the team is of utmost importance. This is possible by establishing effective communication between them.

- 4) Sales Communication – Sales Department majorly performs the task of dealing with outsiders which is one of the most important tasks and which has to be done with utmost care. If one can't apprise effectively about his product to the potential customer than one is not suitable for doing any business.
- 5) Report Writing – Working at any level of managerial hierarchy requires constant and continuous reporting sometimes of the incidence, sometimes about new inventions and so on. Effective Report writing skills for this matter always proves beneficial to its users.
- 6) Communication Technology and Electronic Communication
- 7) International Communication

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